

May 10, 1968

Gustav Heningsburg, President  
Greater Newark Urban Coalition  
c/o Robert Wieselthier  
Prudential Insurance Company of America  
Prudential Plaza  
Newark, New Jersey 07102

Dear Mr. Heningsburg:

This is to confirm the invitation conveyed to you by 'phone yesterday, May 9, to have the Greater Newark Urban Coalition join as a sponsor of the proposed "Majority Response Rally", to be held on Monday, May 27, in Trenton on the steps of the War Memorial Building (or inside if the weather is inclement).

Co-Chairman of the Committee of Sponsors are former Governors Alfred E. Driscoll and Robert B. Meyner. Governor Driscoll will preside at the rally. Among other endorsers are Mark Anton, former senator from Essex and president of Suburban Propane Gas Company; Bishop John Dougherty, president of Seton Hall University; Mrs. Millicent Fenwick, Republican State Committeewoman; John J. Gibbons, president of the New Jersey Bar Association; James Kerney Jr., publisher of the Trenton Times Newspapers; Arthur S. Lane, general counsel of Johnson & Johnson and former U.S. District Court Judge; Ben Z. Leuchter, editor of the Vineland Times-Journal; Lawrence MacGregor, former president and chairman of the Summit Trust Company and director of Mutual Benefit Life Insurance Co.; Bishop Leland Stark of the Episcopal Diocese of Newark and William F. Tompkins, former Assistant U.S. Attorney General and former U.S. Attorney for New Jersey.

Invitations to participate are being extended to the majority and minority leaders and presiding officers of the Senate and Assembly.

A release announcing the rally will appear in Sunday newspapers. Full page ads in New Jersey dailies will appear a week



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or so later. Efforts are underway to solicit sufficient funds from sponsoring organizations to permit effective advertising of the rally. Your support in underwriting these costs is earnestly solicited.

The central purpose of this rally is to convey to the legislature a sense of the deep and sincere interest of those who compose the majority of New Jersey's citizens, residents of our communities within cities, suburbs and rural areas who are fortunate in not being affected directly by the consequences of urban poverty, but who realize fully that no resident of New Jersey can escape the ultimate consequences of impoverishment suffered by hundreds of thousands of fellow citizens in our cities' ghettos.

We look forward to hearing of your action at your earliest possible time; hopeful that it will be affirmative and in sufficient time to permit us to list the Greater Newark Urban Coalition and its officers among the sponsors of the rally to appear in the newspaper advertisements.

Sincerely,

Ernest Erber, Coordinator  
Rally for Majority Response

EE:jyb

cc: Malcolm Talbott - Rutgers